

The Effect of Your Message Greatly Depends Upon the Style and Quality of Your Stationery

You are more often judged by the paper you use than by the thoughts you express in writing.



Pride, good taste, refinement, all demand that you use stationery that is distinctive, stylish, good. Shown here is a brand of stationery to be had in a wide variety of beautiful tints, modest shapes and correct sizes, each so rarely good that its use will help establish you as a person of excellent good taste in the minds of those you write to.

Symphony Lawn Writing Paper

has a splendid writing surface, is beautiful to look upon, is in every respect correct, and is stationery you will be proud to use.

This stationery is sold only by

Look-Paterson Drug Co.

The Rexall Store

ALMA, MICH.

The Idlehour

Monday, September 25th, 1916.

Matinee 2:30-3:40.

Admission 15 Cents

Evening 7:15

Admission 20 Cents

"Hypocrites"

The Greatest Master-Sermon of Filmdom

"Woe unto you, Scribes and Pharisees, 'Hypocrites!'" —Matthew 23:15.

"Hypocrites" is not a slap at any church or creed. "Hypocrites" is a slap at hypocrites!

These smug, double-dealing enemies of society are shown up in their true light in the wondrous mirror of

"THE NAKED TRUTH"

If you miss this play, don't blame us.

Come in the afternoon if you can. You will then be assured of securing seats to suit you.

Tuesday, September 26th, 1916.

PAULINE FREDERICK

in

"Zaza"

The sensational play adapted from the French.

5 and 10 Cents.

Wednesday, September 27th, 1916.

MARGUERITE CLARK

in

"Helene of the North"

5 and 10 Cents.

Don't forget our Saturday Matinee

"Matrimony"

and

"Following Father's Footsteps"

Afternoon 5 and 10 Cents.

Evening 5 and 15 Cents.

Solid Comfort

For less than a-Cent-an-Hour

What gives more comfort than a cool breeze, on a hot day in the city? And how much isn't one willing to spend to get it—yes, spend to go after it and often not get it?

Yet, a cool breeze is one of the most easily derived of all hot weather comforts and one of the least expensive, when obtained from a Peerless Electric Fan.

Peerless Electric Fans

It can be used in any room having an ordinary incandescent lamp socket. All you have to do to get a breeze is to connect fan to socket and turn the switch.

Alma Grain & Lumber Co.

Electric Department

Advertise Your Auction

Sales in The Alma Record

LOCAL NEWS

A. R. Smith transacted business in Grand Rapids today.

E. M. Wood left Monday for Albeck on a short business trip.

Be sure and see that Ivers & Pond piano at G. V. Wright's.—Ad.

G. V. Wright invites you to see his large stock of new rugs.—Ad.

L. E. Race visited with relatives in Howell on Monday of this week.

Frank F. Smith was in Detroit on business the fore part of the week.

Ira H. McKinney was in Detroit on business the latter part of last week.

Dr. Carney was in Gaines on professional business the fore part of the week.

G. V. Wright transacted business in Grand Rapids on Tuesday of this week.

Judge Kelly S. Searl and son, William, were in Alma on business today.

Donald Smith spent the week end visiting with friends in Ionia and Hastings.

E. R. Syster of Battle Creek is visiting with his son, Mervin, in this city, for a short time.

Dr. Cyrus Gardner attended the Tri-County Medical association meeting at Clare today.

Ivah Perrigo has gone to Detroit, where she will enter the Detroit Conservatory of Music.

Mrs. Frank F. Smith and two sons are visiting with relatives and friends in Flint this week.

Roy Gulick left Wednesday for Ann Arbor, where he expects to enter the University of Michigan this fall.

Archie Wood will leave the first of the week for Ann Arbor, where he will enter the University of Michigan.

Mrs. John Hess of Tacoma, Washington, spent Sunday in Alma, a guest at the home of Rev. C. L. Wood and wife.

On Saturday evening of this week the stag reception will be held at Pioneer hall for the new college fellows.

Rev. and Mrs. Wade Frost of Carson City visited with relatives and friends in Alma the fore part of the week.

Adelbert Thum of Union City, a former resident of Alma, was in the city today visiting with relatives and friends.

Charles Sill and daughter of Urbana, Illinois, are visiting with relatives and friends in and around Alma this week.

George Ward is taking a vacation from his work as R. F. D. carrier this week and is visiting with relatives in Birmingham.

E. J. Wagner spent the week end in Grand Rapids. Mr. Wagner is the new manager of the Gratiot County Gas company.

The Presbyterian Fellowship society will meet Tuesday afternoon, Sept. 26th, with Mrs. W. A. Bahlke, 608 State street.

Miss Vida Greig of Mishawaka, Indiana, who has been visiting with friends here for the past couple weeks, left this morning for her home.

Dr. Randells of the college faculty will speak to the men of the Men's Bible class of the M. E. church next Sunday at 11:15 a. m. Visitors welcome.

Professor Kendal P. Brooks of Mt. Pleasant was an Alma visitor the first of the week, being here for the opening of Alma college, of which he is a trustee.

It is expected that the opening reception at Alma college will be held at Wright hall next week Friday evening. All friends of Alma college are welcome.

The Gratiot County Good Health society will hold a meeting at Dr. Carney's office, Friday evening at 7:30. All members are requested to be present.

Mr. and Mrs. Pettybone of Grand Rapids, who have been visiting at the home of Mrs. S. E. Osborn for the past month, returned to their home on Tuesday of this week.

Workmen are busy giving the Union school building, on the east side of the river, a coating of paint. The paint is of a dark red, and is greatly improving the looks of the structure.

Russell Cummings was a Detroit visitor over the week end and while in the Michigan metropolis, heard "Billy" Sunday exhorting the people of Detroit to hit the "Sawdust trail."

Do you want to buy a house, or have you a house to sell. If so see V. H. Shepard, he can help you out. See him at 318 Woodworth avenue. Union phone 406. Bell phone 102.

Earl Morris, who owns and resides on the Bahlke farm east of Alma, has purchased the George Young property on Gratiot avenue and expects to move with his family to Alma within a few weeks.

Two new letter boxes are being erected by the local post office this week. One of these boxes will be erected at the corner of Superior and Maple and the other on Michigan avenue, out past the factory district.

First Church of Christian Scientist meets every Sunday morning at 10:30 and Wednesday evening at 7:30 in their room over Alma State Savings Bank. Reading room open Saturday afternoon from 2 to 4 o'clock in same room.

Rev. Thomas G. R. Brownlow will leave Monday for Grand Rapids, where he will attend the Michigan Methodist conference, at which time 449 pastors will meet. Rev. Brownlow is president of the Michigan Epworth League and will give an address at the Tuesday evening meeting, the subject being, "Facing the Facts."

Last Wednesday afternoon Miss Mildred Cash entertained fourteen young ladies at her home on Grant avenue in honor of Miss Kathryn Shellhaas who left Friday for Ann Arbor to begin training as a nurse in Dr. Peterson's hospital. The afternoon was spent with games and music and at 5:30 refreshments were served. The girls presented Miss Shellhaas with a little token of remembrance after which the girls wished Miss Shellhaas good luck in her new work.

Frank Rudick has sold his business interests in Carson City and will move back to Alma with his wife. Mr. Rudick expects to enter the employ of the Perrigo garage, while Mrs. Rudick will again enter the employ of the D. W. Robinson dry goods store.

THE THEATRE

"HYPOCRITES"

At the Idlehour Monday Afternoon and Evening.

This famous master-picture is sure to give the utmost satisfaction to everyone who sees it. The photography is marvelous, the scenes are beautiful and the sermon is driven home with the force and power of a "Billy Sunday." The fact that the characterization of "The Naked Truth" is somewhat daring is entirely lost sight of in the wonderful beauty of the play as a whole.



PAULINE FREDERICK

The famous stage beauty, who will be seen in "Zaza" at the Idlehour, Tuesday.

This is considered one of the really great film productions, and it is to be hoped that many Alma people will see it.

Friday, Hazel Dawn and Jno. Mason will be seen in the Paramount program in "The Fatal Card," a play of intense interest from beginning to end.

Saturday the double feature Triangle program, "Matrimony" and "Following Father's Footsteps." Matinee at 2:45 o'clock.

Tuesday, Pauline Frederick, said to be the most beautiful woman in America.



MARGUERITE CLARK

Four feet, two inches of charm, who presents "Helene of the North" at the Idlehour, Wednesday. Miss Clark was last seen in "Seven Sisters."

ica, in the celebrated French play, "Zaza," a marvelous play, depicting the life of a music hall singer in Paris.

Wednesday a return of everybody's favorite, Marguerite Clark, in her greatest play, "Helene of the North."

This will prove to be one of the most pleasing pictures ever shown in Alma.

Thursday, Hamilton Revelle and Marguerite Snow in a sensational mystery play, "The Half Million Friebe."

Truly a week of great plays and players.

Franklin Theatre, Saginaw

Something out of the ordinary is promised by the Franklin theatre management for the coming week.

Beginning Sunday the big fall and winter fashion show will be staged.

For the past four weeks details have been worked out and now the stage is being prepared for the big doings.

The six models who won first honors recently at the Chicago Bismark Garden Style show have been selected to display the garments, and everything pertaining to wearing apparel will be shown.

The Saginaw merchants are taking an active interest in this special attraction and most of them have gowns valued at hundreds of dollars displayed by living models on the stage of the Franklin.

Contrary to the general accepted idea if the fact that men are as much interested in a style show as are the gentler sex. The attendance statistics at the Bismark Garden show, Madison Square Fashion show and other style expositions show that there has been practically an even attendance of men and women. This assertion will not doubt be borne out when the Franklin Fashion show opens on Sunday, if past events of this kind are a criterion. There is no doubt of the fact that a pretty girl and a stylish costume appeals as much to the masculine eye as to the feminine, and when there are half a dozen of these models, and a whole store full of new and fetching garments, the reason for masculine attendance is easily seen.

The play bill during the fashion show will not, however, be confined to this special attraction. There are to be four other big Keith acts. Frank Bush, who is known in almost every hamlet in the United States, will entertain with a new fund of dialect stories, Ergotti's Lilliputians, two diminutive acrobats who astound audiences with their agility and versatility, will also be featured on the program, which will be completed by Lew Fitzgibbons, master xylophone expert and Miller and Mulfords, comedians.

The bill now current at the Franklin was constructed for laughing purposes only. The management desires any person, be they chronic grouches, cranks or infested with the blues to set through the show without laughing, each and every one of the five acts fairly bubbles over with humor. The three leading acts, The Electrical Venus, The Monarch Comedy Four and George Fisher in his side-splitting comedy called "Partners" are ably assisted by the Morality Sister and Hanbon and Clifton.

THE CHURCHES

The regular services will be held at St. John's church on Sunday. The subject for the morning sermon will be, "The Ten Virgins."

Regular services will be held at the Baptist church on Sunday. During the Sunday school President H. M. Crooks of Alma college will speak on the subject, "The Value of Bible Study in the Development of Character." The sermon at the morning church service will be, "Right Doing and Its Sure Reward," and at the evening service, "The Most Important Search."

At the Presbyterian church the regular services of the week will be held. On Sunday morning the pastor will speak on the subject, "Fronting Our Life Work," and in the evening on the subject, "The Kiss of Destiny."

The Free Methodist church announces its usual services for Sunday and the Thursday night prayer service.

The Sacramental service will be given at the M. E. church Sunday morning. The other Sunday services as usual. Sermon for the evening church service, "The Great Invitation."

At the Church of Christ the regular Sunday services will be held with Communion service in the morning.

The usual morning preaching services will be held at the U. B. church and Rev. Bowman, who has been returned for another year, will occupy the pulpit. Other services as in the past.

ADVERTISED LETTERS

Alma, Mich., Sept. 18, 1916
Advertised list for week ending September 18th, 1916.

Mrs. Davis

Mr. Ellsworth Salver

John Hamilton

Mr. Frank Haines

V. Mattress Co.

Mrs. Anna Ravlin

John Smith

Mr. Harris Shupp

Resy Scott

Mrs. Fred Wilson

Miss Marie Warner

The above if not called for will be sent to the Dead Letter office, October 2nd, 1916.

V. P. Cash, P. M.

Buy Lots Near Ford Tractor Plant--Detroit

Henry Ford says

"When I get this tractor plant going there won't be any men left to work in munition factories—I'll have 'em all making tractors." And the plant will soon be "going." Plans are also being prepared for two

Ford Blast Furnaces

on River Rouge, south of the tractor plant. 134 acres are necessary for the furnaces, docks, coke ovens and buildings of this plant. It will cost about \$3,500,000.00. The

Pennsylvania Railroad

is coming into Detroit through this district. It will bring about 15 industrial plants, including a locomotive works, and will spend \$10,000,000.00 on lines, terminal buildings, etc., in Detroit—much of it in the immediate vicinity of the Ford tractor and blast furnace plants.

Orchard Park

Subdivision

is located in the heart of the Ford tractor, Ford Blast Furnace and Pennsylvania R. R. district. Every lot is increasing in value daily. Before these enterprises (all of which are SURE) are in operation, Orchard Park lots will have tripled in value. In fact, present

Prices will be advanced

on October 16th next, without fail. Today, 35ft. and 40ft. lots are selling for \$500 up to \$1000. Easy terms are allowed, and if you would invest a few dollars where they will be most SAFE and grow faster than anywhere else on earth—fill out this Coupon and mail us for full information.

Dow-Gilbert Realty Company

418 Farwell Building, DETROIT, MICH.

Send me more detailed information regarding Orchard Park Subdivision.

Name

Address

The Record, \$1

W. C. T. U.

An acre of land contains 43,560 square feet. Estimating, for convenience, the land at \$43.56 per acre, you will see that this brings the land to just one mill per square foot, one cent for ten square feet. Now pour down that fiery dose and just imagine that you are swallowing a strawberry patch. Call in five of your friends to help you gulp down the five hundred foot garden. Get on a prolonged spree some day, and see how long it will take you to swallow a pasture large enough to feed a cow.

West Virginia, though struggling along without any saloon revenue, has recently paid its last cent of state indebtedness. Also doubtless hundreds of individual citizens have been enabled to perform a similar feat.

The Illinois Second Regiment voted unanimously to steer clear of intoxicants, whether in camp or in actual service.

The judge of 12th judicial court of West Virginia says: "I vote for prohibition because under 75 year of terrorizing license measures, the American saloon has constantly grown more lawless in its methods and more destructive in its effects."

DON'T LET SKIN TROUBLES SPREAD

Trivial blemishes are sometimes the first warning of serious skin diseases. Neglected skin troubles grow. Dr. Hobson's Eczema Ointment promptly stops the progress of eczema, heals stubborn cases of pimples, acne, blotchy, red and scaly skin. The antiseptic qualities of Dr. Hobson's Eczema Ointment kill the germ and prevent the spread of the trouble. For cold sores or chapped hands, Dr. Hobson's Eczema Ointment offers prompt relief. At your Druggist, 50c.—Ad 2.

Leave Orders at Record Office

ALMA, MICHIGAN

Gray & Gray Lunch Room

We have just what you are looking for—

The Best Home Cooking

V. F. BAMBER, Prop.
Both Phones

General Draying and Baggage

Prompt Service to All Parts of City

Leave Orders at Record Office

ALMA, MICHIGAN

AUCTIONEER



J. E. WIGGINS.

Parties having Farm, Merchandise, or Household Goods will do well to see me.

I guarantee satisfaction. Orders may be left at Record office.

J. E. Converse OPTOMETRIST

Reg. by State Board Examination

Up-to-date Fitting Room. Modern Instruments.

196 East Superior St.

Pipes! Pipes! Pipes!

Everything in Pipes. Come in and give our new stock the once over. Don't buy until you have seen them and compared prices.

Davis' Cigar Store

127 Superior Street East

REDUCTION

We find we are over-stocked on Golden Oak Library Tables and Bedroom Furniture, and to make room for more goods that are arriving constantly we are going to give some very attractive prices on tables and bedroom furniture

G. V. WRIGHT

FURNITURE DEALER

FUNERAL DIRECTOR

AMBULANCE

ALMA,
The Best City of its Size in MICH.
Both Phones 369

Millinery Showing

of

Fisk and Gaffney Hats

After September 20th

Call and look them over before buying. They are the very latest.

Gaffney Style Shop